



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 585269 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/23/12 - 10/26/12		<u>Estimate #</u> 12832
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/23/12	10/26/12	M-F 7a-8a	7a-8a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$600.00			
N 2	13	10/23/12	10/26/12	M-F 8a-9a	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$600.00			
N 3	13	10/23/12	10/26/12	M-F 4p-5p	4p-5p		:30			NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$440.00			
N 4	13	10/23/12	10/26/12	M-F 9p-1005p	9p-1005p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,600.00			
<b>Totals</b>											<b>4</b>	<b>\$4,240.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/26/12	4	\$4,240.00	\$3,604.00
<b>Totals</b>	<b>4</b>	<b>\$4,240.00</b>	<b>\$3,604.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# Station Buy Detail

## Salt Lake City, TV 2nd add

Est ID: 12832

Client: Matheson for Congress 2012

Flight Dates: Tuesday, October 23, 2012 to Sunday, October 28, 2012

### KSTU-TV

				Tue	Wed	Thu	Fri	Sat	Sun		
Days				Oct	Oct	Oct	Oct	Oct	Oct		
Program Name	DP	Length	Rate	23	24	25	26	27	28	Total	
KSTU 7a News	EM	M-F	\$600.00				1			1	
7:00 AM - 8:00 AM		30	\$600.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 8a News	EM	M-F	\$600.00		1					1	
8:00 AM - 9:00 AM		30	\$600.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Judge Judy	EF	M-F	\$440.00	1						1	
3:00 PM - 4:00 PM		30	\$440.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 9p News	LN	M-F	\$2,600.00				1			1	
9:00 PM - 10:00 PM		30	\$2,600.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Station Totals			\$4,240.00	1	1		2			4	
Station Net			\$3,604.00								

KSTU-TV

Kent Carbon

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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